

A SYSTEM AND METHOD OF ADVERTISER-SUBSIDIZED CUSTOMIZABLE ORDERING AND DELIVERY OF MULTIMEDIA PRODUCTS

ABSTRACT OF THE DISCLOSURE

[0053] A system and method of delivering multimedia content and advertising provides a remote user with the ability to order customized media and advertising via a physical media or broadband network. The price of a media selection may be reduced by the inclusion of the advertising. The system provides remote users with access to a database of media content and the ability to interactively search that content. Remote users may also order content and advertising organized under special interest groups or in niche categories that the user identifies. Users may also specify a delivery format for their ordered media and advertising.